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Analysis of the Influence of Product Quality, Facility Quality, and Service Quality on Consumer Purchase Intention in Coffee Shops in Serang City

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Abstract: The growth of the coffee shop industry in Serang City has increased significantly in line with the urban lifestyle that positions coffee as an essential part of social and professional activities. However, not all coffee shops can sustain their competitiveness, making it important to analyze the factors influencing consumers' purchase intention. This study aims to examine the effect of product quality, facility quality, and service quality on consumers' purchase intention toward coffee shops in Serang City, both partially and simultaneously. The research employed a quantitative approach using a survey method involving 96 respondents. Data were analyzed using multiple linear regression with the aid of SPSS software. The findings reveal that product quality, facility quality, and service quality each have a positive and significant effect on purchase intention, with a combined contribution of 73.6%. These results emphasize that enhancing product quality, providing comfortable facilities, and delivering friendly and professional service are key factors that shape consumer attraction, loyalty, and purchasing decisions in coffee shops across Serang City.

Keyword: Product Quality, Facility Quality, Service Quality, Purchase Intention, Coffee Shop

INTRODUCTION

The development of the coffee industry in Indonesia has shown remarkable progress in line with the growing public appreciation of coffee, which has now become an integral part of urban lifestyle culture. A survey conducted by GoodStats (2024) entitled *"Pola Konsumsi Kopi Orang Indonesia"* (*The Coffee Consumption Patterns of Indonesians*) involving 1,005 respondents most of whom were aged 18–24 years and resided on Java Island found that 66% of respondents preferred purchasing ready-to-drink coffee rather than brewing it themselves. The highest coffee consumption occurred at night (38%), followed by morning (30%), afternoon (21%), and midday (11%). The most popular types of coffee were cappuccino (25%), americano (23%), and caffe latte (17%). Moreover, the most sought-after coffee shop amenities included electrical outlets (25%), Wi-Fi access (22%), spacious parking areas (19%), and air conditioning (18%), indicating that coffee shops have evolved into both social and productive spaces, particularly for young adults.

From the production perspective, the United States Department of Agriculture (USDA, 2024) in its *Indonesia Coffee Annual Report* projected that Indonesia's coffee production for the 2024/2025 period would reach 10.9 million 60-kg bags, with domestic consumption of approximately 4.8 million bags. This places Indonesia as the fourth-largest coffee producer globally, after Brazil (66.4 million bags), Vietnam (30.1 million), and Colombia (12.9 million), followed by Ethiopia (8.36 million). Global coffee prices have shown fluctuations: the average price of arabica declined from US$5.63/kg in 2022 to US$4.54/kg in 2023, then increased slightly to US$5.62/kg in 2024, but is projected to decrease again to US$4.80/kg by 2026 (USDA, 2024).

The rise in coffee consumption is also evident both nationally and locally. According to the International Coffee Organization (2024), Indonesia's annual coffee consumption growth rate averages 1.7%, driven by the increasing popularity of the social culture known as *ngopi* (drinking coffee together). Toffin Research (2023) further notes that the social habit of gathering over coffee has become a major catalyst for the expansion of modern coffee shop culture in Indonesia. At the local level, data from the Badan Pusat Statistik (BPS) Kota Serang [Central Bureau of Statistics of Serang City] (2024) revealed that weekly per capita consumption of ground or roasted coffee increased from 0.184 units in 2018 to 0.306 units in 2024, while instant coffee consumption remained relatively high, albeit slightly declining from 1.024 to 0.904 units over the same period.

These trends demonstrate that the coffee-drinking culture in Serang City continues to grow, accompanied by the proliferation of coffee shops offering diverse concepts, flavors, and interior designs. However, Fachri (2023) reported that by the end of 2022, several coffee shops in Serang experienced a decline in sales despite the continued rise in public coffee consumption. This phenomenon raises an important question: what factors truly influence consumers' purchase intention toward coffee shops in emerging urban areas like Serang?

According to Kotler, Keller, and Chernev (as cited in Wardhana, 2025), consumer purchase intention develops through several stages: *awareness, knowledge, liking, preference, conviction,* and *purchase intention*. This study focuses particularly on the *liking* dimension—the emotional component reflecting consumers' affection or attraction toward a brand or place—because *liking* plays a pivotal role in fostering loyalty and repeat purchases. Factors influencing *liking* include product quality, facility quality, and service quality (Tjiptono, 2015).

Several previous studies have examined the relationship between these factors and consumer purchase intention. For example, Betari et al. (2021) highlighted the influence of product quality and store environment on purchase intention at *Kawan Kopi Bandung*; Wijaya et al. (2023) investigated the impact of facilities on purchase intention through *word of mouth* at *Publik Kopi Pematangsiantar*; and Sudiarta et al. (2023) emphasized the role of location, product quality, service, and taste on repurchase intention at *Pondok Kopi Bangli*. Nevertheless, empirical research that integrates product quality, facility quality, and service quality simultaneously remains limited, particularly within the context of Serang City.

Therefore, this study seeks to address this research gap by analyzing the influence of product quality, facility quality, and service quality on consumers' purchase intention toward coffee shops in Serang City. The findings of this study are expected to contribute academically to the literature on consumer behavior within the culinary sector and practically to assist coffee shop entrepreneurs in formulating marketing strategies that emphasize both product excellence and customer experience.

METHOD

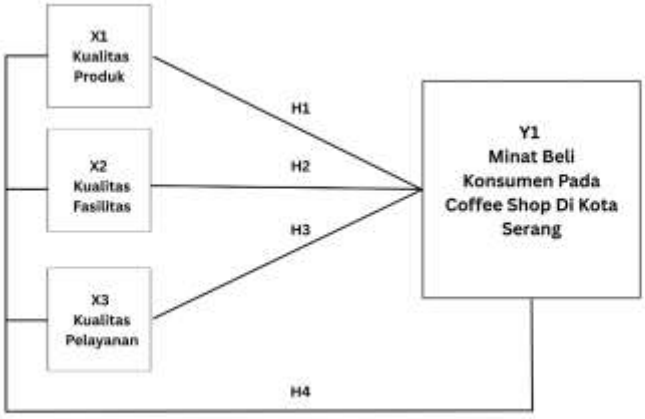
The research adopted a quantitative approach, as described by Mukhyi (2023), who defines research design as a systematically formulated plan that guides data collection, analysis, and interpretation throughout the study. This approach was selected to analyze the relationships and effects among variables statistically, enabling objective insights derived from

numerical data obtained through structured questionnaires. The study was conducted to examine how product quality, facility quality, and service quality influence consumer purchase intention in coffee shops located in Serang City, both individually and collectively. Following Sugiyono (2023), the research applied an associative hypothesis design using a survey method, aiming to determine whether causal or correlational relationships exist among the variables studied. The survey data were analyzed using multiple linear regression, which is suitable when the goal is to predict the dependent variable based on two or more independent variables.

Data collection relied on quantitative techniques, as emphasized by Sundari et al. (2024), who state that quantitative research depends on numerical measurement to systematically describe variables and their relationships. Two main data sources were utilized: primary data, obtained directly from consumers of coffee shops in Serang City through a Likert-scale (1–5) questionnaire assessing their perceptions of product, facility, and service quality as well as their purchase intention; and secondary data, derived from relevant literature such as academic journals, industry reports, publications from the Indonesian Central Statistics Agency (BPS), and other coffee industry-related documents to strengthen contextual understanding and empirical grounding.

The population of this study comprised all consumers who visited coffee shops in Serang City. Because the total number of visitors was unknown and fluctuating, the sample size was determined using Cochran's formula (Sugiyono, 2022), applying a 95% confidence level ($Z = 1.96$), a 50% probability of success ($p = 0.5$), a 50% probability of failure ($q = 0.5$), and a 10% margin of error ($e = 0.1$), which yielded a sample of 96 respondents deemed representative of the target population. The sampling technique used was non-probability sampling with an incidental sampling approach, as defined by Sugiyono (2023), meaning that respondents were selected based on their availability and suitability as data sources—specifically, individuals who happened to be coffee shop customers encountered by the researcher during data collection.

The research instruments were designed based on operational definitions of variables following Ngatno (2015), who defines operationalization as the process of transforming abstract constructs into measurable indicators. The variables measured included: Product Quality (X1), which encompassed performance, features, durability, reliability, aesthetics, conformance to specifications, perceived quality, and serviceability (Tjiptono, 2015); Facility Quality (X2), reflected through spatial layout, interior design, furniture, lighting, and visual communication (Kotler & Keller, 2015); Service Quality (X3), assessed using dimensions such as reliability, responsiveness, assurance, empathy, and tangibles (Tjiptono & Chandra in Sukmawati, 2015); and Purchase Intention (Y), which consisted of indicators including awareness, knowledge, liking, preference, conviction, and intention to purchase (Kotler, Keller, & Chernev in Wardhana, 2024). All variables were measured using a five-point Likert scale ranging from "strongly disagree" to "strongly agree."



Source: Research Results

Figure 1. Conceptual Framework

The research procedure involved distributing questionnaires directly to respondents at selected coffee shops across Serang City during a defined data collection period. Responses were compiled and analyzed quantitatively using statistical tools to test hypotheses and determine the strength and direction of the relationships between variables. Through this methodological framework, the study provides empirical evidence on how tangible and intangible quality dimensions influence consumer behavior within the urban coffee shop industry context.

To ensure the accuracy, validity, and reliability of data collected during the research process, the study employed a rigorous instrument testing procedure. According to Purba et al. (2021), the quality of research outcomes is largely determined by the precision and consistency of its measurement instruments, as these tools directly influence the credibility of conclusions drawn from the data. The research instrument must therefore be both valid, meaning it accurately measures the intended construct, and reliable, indicating consistent results across repeated measurements. As explained by Indartini and Mutmainah (2024), questionnaires or survey forms are among the most commonly used instruments in behavioral and social research for capturing perceptions, opinions, and attitudes — in this case, consumer perceptions of product quality, facilities, and service quality at coffee shops. This study utilized a Likert scale (1–5) to gauge the degree of respondent agreement with various statements. Before distribution, the instrument underwent a comprehensive process of validity and reliability testing to ensure it met scientific measurement standards.

Instrument validity was assessed through content validity and construct validity. As defined by Ulum (2016), validity refers to the extent to which an instrument accurately measures the concept it is intended to assess. Content validity, as noted by Mukhlisa (2023), involves evaluating the degree to which the content of the instrument represents all aspects of the construct being measured. This evaluation was carried out through expert judgment—specifically, by seeking feedback from academic supervisors on whether each item in the questionnaire appropriately represented the research indicators. Any items found to be irrelevant or ambiguous were revised or removed. Meanwhile, construct validity was analyzed statistically using correlation coefficients between each item and the total variable score, as suggested by Alvionita (2021). An item was deemed valid if the correlation coefficient (r-value) exceeded 0.3 and was greater than the r-table value at a 5% significance level ($\alpha = 0.05$). Thus, questionnaire items with r-count > r-table or Sig. < 0.05 were considered to have strong construct validity.

Following the validity assessment, the instrument underwent a reliability test to ensure consistency of measurement. As explained by Ulum (2016), reliability reflects the stability of

measurement results when the same instrument is used repeatedly under similar conditions. Consistent outcomes across trials indicate that the instrument is dependable. The study used the Cronbach's Alpha method to assess internal consistency reliability, as recommended by Soesana et al. (2023). The formula for Cronbach's Alpha is:

$$r_i = \frac{k}{(k-1)}\left(1 - \frac{\sum \sigma^2}{\sigma_i^2}\right)$$

Where r_i is the reliability coefficient, is the number of items, $\sum\sigma^2$ represents item variance, $\sigma\frac{t}{2}$ and denotes total variance. The reliability scale interpretation follows these thresholds: $\alpha < 0.50$ (low reliability), 0.50–0.70 (moderate), >0.70 (sufficient), >0.80 (strong), and >0.90 (excellent). Instruments achieving a Cronbach's Alpha greater than 0.70 were regarded as sufficiently reliable for this study.

The research also employed a systematic data analysis technique involving statistical computations and hypothesis testing. As stated by Sutisna in Soesana (2023), quantitative data analysis relies heavily on mathematical and statistical tools to transform numerical data into meaningful interpretations. The dataset—collected via questionnaires—was tabulated according to each research variable and analyzed using descriptive and inferential statistics through multiple linear regression analysis. To ensure the regression model met statistical assumptions, several classical assumption tests were performed prior to hypothesis testing.

The classical assumption tests included normality, multicollinearity, and heteroskedasticity tests. According to Indartini and Mutmainah (2024), these tests ensure that the regression model produces unbiased and efficient estimates, also known as BLUE (Best Linear Unbiased Estimator). The normality test was conducted using the Kolmogorov–Smirnov test, where data were considered normally distributed if the significance value (Sig.) exceeded 0.05. The multicollinearity test evaluated the correlation between independent variables using Variance Inflation Factor (VIF) and Tolerance values; if VIF ≥ 10 or Tolerance ≤ 0.10, multicollinearity was present. To mitigate this, variables showing strong intercorrelations could be removed. The heteroskedasticity test was performed using scatterplots of predicted residuals to detect unequal variance across observations. If data points formed a random, patternless distribution above and below zero, it was concluded that heteroskedasticity was absent.

Subsequently, hypothesis testing was carried out using t-tests and F-tests to determine both individual and simultaneous effects of independent variables on the dependent variable. The t-test (Ghozali, 2018) evaluated each independent variable's individual effect on purchase intention. If *t-count > t-table* or *Sig. < 0.05*, the null hypothesis (H_0) was rejected, indicating a significant partial effect. Conversely, the F-test examined the simultaneous influence of all independent variables. A model was considered statistically significant if *F-count > F-table* or *Sig. < 0.05*, confirming that product quality, facility quality, and service quality collectively affected purchase intention.

Additionally, the coefficient of determination (R^2) was analyzed to measure how much variation in the dependent variable could be explained by the independent variables. As explained by Indartini and Mutmainah (2024), the Adjusted R^2 value was prioritized for interpretation since it corrects for the number of variables included in the model. A higher R^2 value, approaching 1, indicates a stronger model fit, whereas values closer to 0 suggest a weaker explanatory capacity. Finally, a dominant variable test was conducted by comparing standardized beta coefficients (β) and t-values, identifying the independent variable with the greatest influence on purchase intention. The regression equation used in this study was:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

where Y represents purchase intention, X_1 denotes product quality, X_2 facility quality, X_3 service quality, α the constant, β_1–β_3 the regression coefficients, and e the error term. This model was used to predict changes in consumer purchase intention based on variations in quality-related factors, providing an empirical foundation for understanding consumer behavior within the Serang coffee shop market.

RESULTS AND DISCUSSION

Descriptive Statistical Test Results

In recent years, coffee shops in Serang City have experienced rapid growth, reflecting the increasingly modern lifestyle of urban consumers. Beyond serving as a place to enjoy coffee, these establishments have evolved into multifunctional social spaces for working, studying, and leisure. Consequently, product quality, facility comfort, and service excellence have become crucial in attracting and retaining customers. The selected coffee shop for this study, despite its relatively short operational history, has successfully drawn a diverse clientele, including students, professionals, and the general public. By offering high-quality products, varied menu options, comfortable seating, reliable internet access, and friendly, professional service, this coffee shop represents a relevant case for analyzing how product quality, facility standards, and service quality influence consumer purchase intention in Serang City.

The study involved 96 respondents, determined through sampling with a 10% margin of error, categorized by gender and age. The data showed that female respondents comprised 56.3% (54 individuals), while male respondents accounted for 43.8% (42 individuals), indicating greater female participation. Age-wise, the majority of respondents were 20–25 years old (52.1%), followed by 25–30 years old (35.4%), suggesting that most participants belonged to an active, socially engaged, and trend-oriented demographic. Respondents aged 15–20 years (9.4%), 30–35 years (2.1%), and 35–40 years (1.0%) represented smaller segments. Overall, the respondent profile dominated by young, adaptive, and trend-sensitive consumers reflects the primary target market for modern coffee shops in urban areas like Serang.

Descriptive statistical analysis using a Likert scale (1–5) revealed generally positive perceptions across all research variables. For product quality (X1), mean scores ranged from 3.85 to 4.20, indicating favorable evaluations of taste and consistency. Facility quality (X2) scored between 3.91 and 4.29, with the highest satisfaction found in comfort and availability aspects. Service quality (X3) had means of 3.91 to 4.26, suggesting that consumers viewed staff interactions and responsiveness positively. Finally, purchase intention (Y) showed high scores, ranging from 3.90 to 4.33, confirming strong consumer interest in revisiting and repurchasing. Since all variable means exceeded 3.80, the findings affirm that consumers perceive the coffee shop's product, facility, and service quality as satisfactory and well-aligned with their expectations, ultimately fostering positive purchase intentions.

Instrument Test Results

Instrument testing in this study aimed to ensure that the questionnaire used as the main data collection tool met the criteria of validity and reliability. According to Indartini and Mutmainah (2024), questionnaires are one of the most common research instruments used to measure individuals' opinions or attitudes toward specific issues. The Likert scale, which ranges from "strongly disagree" (1) to "strongly agree" (5), was adopted as the measurement scale because it allows for ordinal-level evaluation of responses. To ensure the accuracy of the data collected, each item in the questionnaire must be both valid—accurately measuring the intended construct—and reliable, producing consistent results across repeated measurements.

The validity test was conducted using the Pearson Product-Moment correlation method to determine whether each item in the questionnaire correlated significantly with the total score of its variable. Referring to Alvionita (2021), an item is considered valid if its correlation coefficient (r-count) is greater than the r-table value or if the significance value is less than 0.05. Based on the sample size of 96 respondents and a 10% significance level (α = 0.10), the critical value of r-table was 0.167. Thus, any item with r-count > 0.167 was deemed valid. The SPSS test results confirmed that all questionnaire items met this threshold, indicating that the instrument appropriately represented the constructs of product quality, facility quality, service quality, and purchase intention.

Table 2. ValidityTest Result

Variable	Indicator Code	Pearson Correlation (r-count)	r-table (α = 0.10, n = 96)	Sig. (2-tailed)	Validity Status
Product Quality (X1)	X1.1	0.716	0.167	0.000	Valid
	X1.2	0.768	0.167	0.000	Valid
	X1.3	0.690	0.167	0.000	Valid
	X1.4	0.803	0.167	0.000	Valid
	X1.5	0.832	0.167	0.000	Valid
	X1.6	0.758	0.167	0.000	Valid
	X1.7	0.705	0.167	0.000	Valid
Facility Quality (X2)	X2.1	0.737	0.167	0.000	Valid
	X2.2	0.713	0.167	0.000	Valid
	X2.3	0.762	0.167	0.000	Valid
	X2.4	0.818	0.167	0.000	Valid
	X2.5	0.709	0.167	0.000	Valid
Service Quality (X3)	X3.1	0.776	0.167	0.000	Valid
	X3.2	0.734	0.167	0.000	Valid
	X3.3	0.693	0.167	0.000	Valid
	X3.4	0.801	0.167	0.000	Valid
	X3.5	0.784	0.167	0.000	Valid
Purchase Intention (Y)	Y.1	0.743	0.167	0.000	Valid
	Y.2	0.777	0.167	0.000	Valid
	Y.3	0.728	0.167	0.000	Valid
	Y.4	0.801	0.167	0.000	Valid
	Y.5	0.745	0.167	0.000	Valid
	Y.6	0.790	0.167	0.000	Valid

Source: Research data

The reliability test employed the Cronbach's Alpha method, as described by Soesana et al. (2023), to evaluate the internal consistency of the questionnaire items. Cronbach's Alpha values above 0.70 indicate acceptable reliability, with higher values representing stronger reliability. The results (see Table 4.5) showed that product quality (X1) = 0.819, facility quality (X2) = 0.756, service quality (X3) = 0.774, and purchase intention (Y) = 0.795, all of which fall within the range of sufficient to strong reliability. These results confirm that each construct demonstrates a consistent and dependable measurement pattern, and no item negatively affected the overall reliability. Consequently, the questionnaire was deemed both valid and reliable for subsequent statistical analysis.

Table 3. Reliability Test Result

Variable	Cronbach's Alpha	Reliability Category
X1 (Product Quality)	0.819	Strong Reliability
X2 (Facility Quality)	0.756	Sufficient Reliability
X3 (Service Quality)	0.774	Sufficient Reliability
Y (Purchase Intention)	0.795	Sufficient Reliability

Source: Research data

Classical Assumption Test Result

Before conducting multiple linear regression analysis, it is essential to ensure that the model fulfills the classical assumptions required to achieve a Best Linear Unbiased Estimator (BLUE). According to Indartini and Mutmainah (2024), this validation ensures that the regression results are accurate, efficient, and unbiased. The first test performed was the normality test, aimed at determining whether the residuals are normally distributed. Based on both graphical analysis (Histogram and P-P Plot) and the Kolmogorov–Smirnov Monte Carlo approach, the data were found to be normally distributed with a significance value of 0.281 > 0.05, confirming that the residuals meet the assumption of normality.

Table 4. Normality Test (Kolmogorov–Smirnov Monte Carlo)

Test Method	N	Monte Carlo Sig.	Alpha (α)	Decision	Conclusion
Kolmogorov–Smirnov (Monte Carlo)	96	0.281	0.05	Sig. > α	Data Normally Distributed

Source: Research data

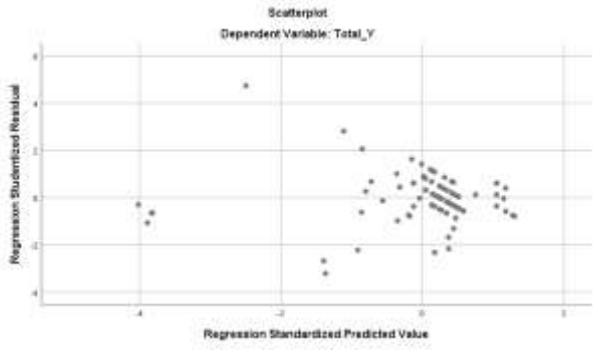
The second test was the multicollinearity test, which assesses whether strong linear relationships exist among the independent variables. As suggested by Indartini and Mutmainah (2024), this is evaluated through Tolerance and Variance Inflation Factor (VIF) values. The SPSS results indicate that all variables have Tolerance > 0.10 and VIF < 10, signifying the absence of multicollinearity. Therefore, the independent variables — product quality (X1), facility quality (X2), and service quality (X3) — can be used simultaneously in the regression model without collinearity interference.

Table 5. Multicollinearity Test Results

Independent Variable	Tolerance	VIF	Result
Product Quality (X1)	0.284	3.527	No Multicollinearity
Facility Quality (X2)	0.336	2.977	No Multicollinearity
Service Quality (X3)	0.543	1.841	No Multicollinearity

Source: Research data

The third test conducted was the heteroskedasticity test, intended to determine whether the variance of the residuals remains constant across observations. Using a Scatterplot analysis, it was observed that the data points were randomly distributed above and below the zero line on the Y-axis, without forming a distinct pattern. This indicates the absence of heteroskedasticity within the regression model. In conclusion, all three classical assumptions — normality, multicollinearity, and homoscedasticity — were satisfied, confirming that the regression model used in this study is appropriate, valid, and reliable for further statistical analysis.



Source: Research Results

Figure 2. Scatterplot

Hypothesis Test Result

According to Hardani et al. (2020), hypothesis testing is an essential step in statistical analysis used to determine whether the observed data supports a proposed relationship between variables. In this study, hypothesis testing was carried out using the t-test, F-test, and Coefficient of Determination (R^2) to examine both partial and simultaneous effects of the independent variables — Product Quality (X1), Facility Quality (X2), and Service Quality (X3) — on the dependent variable (Y). The partial test results revealed that each independent variable had a significant positive influence on Y, as shown by t-count values exceeding the t-table value of 1.661. Specifically, X1 (t = 4.329), X2 (t = 2.318), and X3 (t = 4.200) all demonstrated statistically significant effects ($p < 0.05$), confirming that improvements in these variables lead to an increase in consumer purchase interest.

Table 6. Partial Test (t-Test) Results

Variable	t-count	t-table	Significance	Result
X1 (Product Quality)	4.329	1.661	0.000	Significant
X2 (Facility Quality)	2.318	1.661	0.023	Significant
X3 (Service Quality)	4.200	1.661	0.000	Significant

Source: Research Results

Simultaneously, the F-test was employed to assess the collective influence of all independent variables on the dependent variable. Referring to Ghozali (2018), the regression model is deemed significant when the F-count value exceeds the F-table value or when the significance level is below 0.05. The ANOVA results indicated that F-count = 85.503 > F-table = 2.704, with a significance value of 0.000. This demonstrates that X1, X2, and X3 jointly exert a significant impact on Y, suggesting that the regression model is statistically valid.

Table 7. Simultaneous Test (F-Test) Results

Source	Sum of Squares	df	Mean Square	F	Sig.
Regression	1094.183	3	364.728	85.503	0.000
Residual	392.442	92	4.266	—	—
Total	1486.625	95	—	—	—

Source: Research Results

Furthermore, the Coefficient of Determination (R^2) value was 0.736, indicating that 73.6% of the variation in Y can be explained by the three independent variables, while the remaining 26.4% is influenced by other unobserved factors.

Table 8. Coefficient of Determination (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of Estimate
1	0.858	0.736	0.727	2.065

Source: Research Results

Based on the regression coefficient results, the **multiple linear regression equation** obtained is:

$$\mathbf{Y = 2.241 + 0.335X_1 + 0.241X_2 + 0.338X_3.}$$

This equation implies that all independent variables positively affect purchase interest. Among them, X1 (Product Quality) has the strongest standardized coefficient ($\beta = 0.435$), making it the most dominant factor influencing Y, followed by X3 ($\beta = 0.305$) and X2 ($\beta = 0.214$). These findings indicate that product quality plays the most critical role in shaping consumer purchase interest, while facility and service quality also contribute meaningfully. Consequently, both the partial and simultaneous tests confirm that the regression model

effectively explains the relationships between the studied variables and is suitable for further inference.

Table 9. Regression Coefficients and Dominant Variable Identification

Variable	Unstandardized Coefficients (B)	Std. Error	Standardized Beta	t	Sig.	Interpretation
Constant	2.241	1.448	—	1.548	0.125	Constant value of Y
X1 (Product Quality)	0.335	0.077	0.435	4.329	0.000	Significant; most dominant
X2 (Facility Quality)	0.241	0.104	0.214	2.318	0.023	Significant
X3 (Service Quality)	0.338	0.080	0.305	4.200	0.000	Significant

Source: Research Results

Discussion of Each Hypothesis

The results of this study examine the influence of product quality, facility quality, and service quality on consumers' purchase intention at coffee shops in Serang City. The findings indicate that all three independent variables—product quality (X1), facility quality (X2), and service quality (X3)—significantly affect purchase intention (Y), both individually and simultaneously. The partial test results show that X1 ($t = 4.329 > 1.662$), X2 ($t = 2.318 > 1.662$), and X3 ($t = 4.200 > 1.662$) each have significant effects on Y, while the simultaneous F-test ($F = 85.503 > 2.704$, Sig. = 0.000) confirms a collective influence. The coefficient of determination ($R^2 = 0.736$) suggests that 73.6% of variations in purchase intention can be explained by these three variables. These results align with Kotler & Keller (2016), Tjiptono (2015), and Indartini & Mutmainah (2024), who emphasize that high-quality products, facilities, and services jointly enhance consumer satisfaction and behavioral intention.

The findings further demonstrate that product quality (X1) is the most dominant variable influencing purchase intention, with a standardized beta coefficient of 0.435. This aligns with the research of Syafira Betari et al. (2022), who found that superior product quality significantly increases purchase intention in coffee shops. Similarly, facility quality (X2) plays an important role, confirming Tjiptono's (2015) assertion that comfortable environments and complete amenities enhance customer experience—a result also consistent with the findings of Andy Wijaya et al. (2021). Service quality (X3) likewise exerts a significant positive influence, in accordance with the conclusions of Mardiana (2024) and Dedek Irwanda et al. (2024), emphasizing that responsiveness, empathy, and professionalism directly affect customer loyalty and willingness to repurchase. Collectively, these findings highlight that consistency in product excellence, comfortable facilities, and attentive service create a holistic consumer experience that fosters repeat visits and positive word of mouth.

In sum, this study provides new empirical evidence from the local context of Serang City, showing that the interaction between product, facility, and service quality substantially determines consumer purchase intention in the coffee shop industry. Unlike previous studies that often examined these factors in isolation, this research reveals their simultaneous influence, thus offering a more integrated understanding of consumer behavior. The results suggest that competitive coffee shops should adopt a balanced quality strategy—ensuring product excellence, optimizing facilities, and maintaining superior service. This comprehensive quality-based approach supports the creation of customer satisfaction and loyalty in an increasingly competitive market.

CONCLUSION

This study concludes that product quality, facility quality, and service quality each have a positive and significant influence on consumers' purchase intention toward coffee shops in Serang City. Product quality—encompassing aspects such as taste consistency, menu variety,

and innovation—has the strongest influence, indicating that well-crafted and high-quality offerings enhance consumer interest. Facility quality, including comfort, design aesthetics, and supporting features such as Wi-Fi and power outlets, also significantly affects customer preference. Similarly, excellent service quality—characterized by friendliness, speed, and professionalism—creates positive experiences that encourage repeat purchases. Collectively, these three dimensions contribute 73.6% to the variation in consumer purchase intention, underscoring that they function synergistically in shaping customers' behavioral decisions toward coffee shops.

Theoretically, this research supports and extends marketing theories by Kotler & Keller (2016) and Tjiptono (2015), while aligning with the Theory of Planned Behavior (TPB). It highlights that purchase intention is not determined by a single factor but through the integrated interaction of product, facility, and service quality—each influencing attitude, subjective norms, and perceived behavioral control. From this integration, the study proposes the formula PI = PQ + FQ + SQ, termed the Integrated Coffee Shop Quality model. Practically, this concept is further developed into the Coffee Shop Experience Behavior Framework (CSEBF), which combines TPB dimensions with service quality attributes to help managers design experience-driven strategies. The framework consists of three components: Attitude Experience (AE) to assess service and atmosphere, Social Influence Tracker (SIT) to monitor social engagement and trends, and Behavioral Control Support (BCS) to minimize barriers such as access and payment convenience. By implementing CSEBF, coffee shops can better understand and manage consumer behavior, thereby increasing loyalty and long-term engagement.

For business practitioners, coffee shops in Serang City are advised to continuously enhance the quality of their products, facilities, and services through consistent menu innovation, ergonomic and aesthetic interior design, and empathetic service delivery. Applying the CSEBF model can help identify improvement areas and optimize consumer experience. For academics, future research could expand this study by including other variables such as pricing, brand image, or marketing strategy and by employing qualitative or mixed methods to capture deeper emotional and behavioral insights. For society, consumers are encouraged to be more discerning when choosing coffee shops—valuing not just affordability but also product excellence, comfort, and service quality. Furthermore, coffee shops can serve as positive social spaces for learning, collaboration, and work, contributing to the development of creative economies and strengthening urban community well-being.

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